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1985

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**The Habit**

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THE HABIT  
FEBRUARY, MARCH, 1985

ALCOHOLISM TREATMENT COSTS OFFSET WITHIN 2-3 YEARS

Average alcoholism treatment costs can be offset by reductions in overall health care costs within two to three years following the initiation of treatment according to a massive study of benefit utilization under Aetna's health insurance program for federal workers.

The study found that, on the average, alcoholic families used health services and incurred costs at twice the rate of non-alcoholic families. Health care costs for alcoholic families following treatment declined significantly.

The study, funded by the U.S. Department of Health and Alcoholism and Alcohol Abuse, drew from a pool of 19 million insured employees over a four-year period from 1980-1983.

From the Alcohol and Drug  
Abuse Association Newsletter

SUPREME COURT TO HEAR CASE CHALLENGING MENTAL HEALTH CARE COVERAGE

The U.S. Supreme Court will hear the case of Travelers Insurance Co. v. Massachusetts, which challenges a state's right to mandate mental health care coverage for dental health, which, by implication, raises the same issue as coverage for alcohol and drug abuse benefits.

The case, Travelers Insurance Co. v. Massachusetts, is expected to be heard before the court around September. The American Medical Association is coordinating a broad-based effort to oppose the case.

Travelers Insurance Co. is expected to be joined by a number of insurance corporations in their plea to the court.

A Supreme Court rule against the Massachusetts case would be a serious blow to alcohol, drug abuse, and mental health service providers and clients significantly limiting access to treatment for these three categories.

From the Alcohol and Drug  
Abuse Association Newsletter

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SMUGGLER'S REPORT

It's cocaine in the wet season and crocodiles in the dry season," the London Sunday Times quotes one South American wildlife trader as saying. Thus, Britain is joining other European nations to probe cooperation between drug smugglers and illegal wildlife shippers. One ruse is to send cocaine with shipments of live parrots. Some of the birds are killed, stuffed with the drug and appear to have died in transit. Peddlers are also exploiting the lucrative market in crocodile skins to French and Italian leather industries. The skins are normally dusted with a white preservative. In some cases, the powder was found to be cocaine which was later retrieved with a vacuum cleaner.

From the "Journal"  
Toronto, Ont., Canada - Feb., 1985

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'JERKY EYE' TEST SHOWS UP IMPAIRED DRIVERS

A speedy gaze nystagmus, or "jerky eye" test, can detect if a motorist is intoxicated.

In a report to the annual meeting here of the American Association for Automotive Medicine, Monroe Snyder, Ph.D. said that "now, in less than a minute, an officer will be able to pass the vast majority of sober drivers, but few if any of the drivers over the 0.10% blood alcohol limit."

The test involves having the motorist look to one side. The more distinctly his eyes jerk back and forth (gaze nystagmus), the more that individual is found to have a high blood alcohol level.

Dr. Snyder, chief of problem behaviors research division, United State National Highway Traffic Safety Administration, Washington, said police officers using the test correctly identified all individuals in an experimental setting who had a blood alcohol level of 0.10% or higher. With individuals at a 0.05% blood alcohol level, he said, there was a false positive rate of about 13%.

"The results are striking and of great practical significance," said Dr. Snyder. "Most court opinions, as well as practical political wisdom, indicate that safety checkpoints should not cause significant interference with the travel of citizens whose blood limits of alcohol are not too high. Now this can be done in less than a minute."

As for the few drivers who are not passed, he said, "they could be given the opportunity to take a quick test with a portable breathtester."

From the "Journal"  
Toronto, Ont. Canada - Jan. 1985

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A NOTE TO DATA COORDINATORS

When you have counselor personnel changes in your program, you must submit the Employment Status Report Form along with your regular monthly ADIS forms. If there have been no changes during the report month, write "no change" on the form.

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FROM THE CERTIFICATION SECTION

Before submitting your tape for review, please check the sound quality. The machine used by the Review Panel does not improve the quality of the sound. If it's bad when you sent it, it will be bad when the Panel listens to it, and if it's too bad you have wasted your time. Take a few minutes to ensure that your tape isn't rejected because its inaudible.

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SCRIPTS

The purpose of the tape is to demonstrate counseling competence. Reading from a prepared script does not accomplish this, and in fact, raises a question concerning counseling ability. If such tapes were admissible, the ability to read would be the only competency demonstrated.

20.3.415 (20) Role play For the purposes of the taped work sample, role play shall mean a spontaneous exchange between the counselor and the person playing the part of the client. Reading from a prepared script will not be considered as a test of counselor competency. (History: Sec. 53-24-204 MCA; IMP, Sec. 53-24-204 MCA; 1980 MAR p. 3015, Eff. 12/12/80; AMD, 1983 MAR p. 1463, Eff. 10/14/83; AMD, 1984 MAR p. 930, Eff. 6/15/84.)

If you are certified or registered for certification and your mailing address has changed, please inform the Certification Section. Some important mail is being returned to us for lack of a current address.

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William Riley  
Michael McKee  
Lyn Arthur  
David B. Hoffman  
Patricia S. Elliot  
Frank Kerkhove  
Earl P. Matt  
Gale Messer-Keil  
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Jerry D. Schlepp  
Elizabeth Roan  
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Charles J. Martin  
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Clyde Wambolt

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Chemical Dependency Counselor  
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Chemical Dependency Counselor

Total Certified - 324

TENTATIVE CERTIFICATION EXAM SCHEDULE

Written

July 10, 1985  
October 2, 1985  
January 8, 1986  
April 2, 1986

Oral

August 2-3, 1985  
November 15-16, 1985  
February 7-8, 1986  
May 16-17, 1986

Tapes

September 12-13, 1985  
December 12-13, 1985  
March 6-7, 1986  
June 12-13, 1986

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WORLDWIDE DRUG BUST "is turning out to be just that--a bust," according to U.S. News & World Report. Despite stepped-up enforcement around globe, magazine noted United Nations is calling drug-trafficking something that's out of control....Worry in U.S. is that federal budget-cutting might pare antidrug efforts....Justice Dept is saying not to worry....But even if no funds are cut, speculation is that still means there won't be money for new programs to stem rising tide.

From Pulse Beats - Feb. 1985

NATIONAL ORGANIZATION FOR REFORM OF MARIJUANA LAWS (NORML) said Americans grew and harvested a record \$16.6 billion worth of marijuana in 1984. Top five states in estimated dollar volume included: California, \$2.5 billion; Hawaii, \$1 billion; Oregon, \$850 million; Kentucky, \$800 million; and North Carolina, \$650 million.

From Pulse Beats - Feb. 1985

## CHANGES

Aaron Perry - Retired as Director of the Butte Indian Alcoholism Program on March 1.

Lee Jaeger - Counselor with the Butte Indian Alcoholism Program, now Acting Director.

Bob Conn - South Central Montana Alcohol and Drug Program counselor in Columbus, now with the program in Billings.

Vera Carey - Boyd Andrew Service Center counselor in Conrad is in critical condition following a severe stroke.

John Taylor - New Director South Central Montana Alcohol and Drug Program, Billings.

Scott Schreiber - Former Director of South Central Montana Alcohol and Drug Program, now with South Central Montana Mental Health Program.

Paul Podmajersky - Recovery Northwest (formerly the Libby Program) counselor in Eureka.

Karen Swanson - Recovery Northwest counselor, formerly in Eureka, now in Libby.

Harry Knowlton - Director of Glacier View Hospital Inpatient Chemical Dependency Program in Kalispell.

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### AARON PERRY

By Jim Tracy  
Standard Staff Writer

Like an old warrior, Aaron Perry wears his hair in long braids wrapped at the ends with strips of red cloth.

Each day the braids remind him of his Indian heritage. They also remind him of his long battle with alcoholism. Perry, 62, took his last drink nine years ago.

"If I ever take another drink, I'll cut these braids," he said at his office at the Butte Indian Alcoholism Program in the old Metals Bank building.

March 1 marked Perry's last official day as director of the program. But he was still packing up mementos Thursday - portraits of Indians, posters, an ashtray with a bronzed baby bootie and moccasin, books and papers.

He will celebrate his birthday this year by retiring. Or semi-retiring. He's not giving up counseling or his association with the Indian youth dancing group he founded. He's just moving his office "up there in the wilderness."

Up there in the wilderness is Elk Park north of Butte. Perry and his wife Carita have bought a home in Sawmill Gulch "where it's peaceful and quiet and where there's a lot of serenity."

From the Butte Standard  
March 10, 1985

The staff at A.D.A.D. wishes Aaron the very best of everything and a long, happy and serene retirement. Ni-I-Jon

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1985 is the 50th anniversary of Alcoholics Anonymous That's "One Day at a Time" for 18,250 days.

DR. MARK GOLD, chief of 800-COCAINE hotline, says young people are "the new primary target" for cocaine. He's director of research, Fair Oaks Hospital, Summit, NJ.

From "Pulse Beats" Jan. 1985



## SOCIAL HOST RESPONSIBILITIES

Just being sociable by offering friends a drink is all most people think about when they offer guests a cocktail, a glass of wine or a beer. Now, they may also have to consider their guests' condition before they drive home, thanks to a recent New Jersey Supreme Court decision.

Donald Gwinnell stopped by to visit his good friends, Catherine and Joseph Zak in Long Branch, New Jersey. The Zaks showed their hospitality as they normally did, by offering Gwinnell a drink...and when he indicated he was ready for a refill, they didn't hesitate to continue to pour. After all, isn't that the real sign of hospitality, being sure guests never run out of something to drink?

Several hours later, when Gwinnell finally left, his driving skills were considerably diminished by the alcohol he had consumed. Moments after leaving the Zak home, he crashed head-on into a car driven by Marie Kelly. She brought suit against Gwinnell for negligence and he in turn brought a separate suit against his generous hosts, Catherine and Joseph Zak.

In a surprising 6-1 opinion, the New Jersey Supreme Court rules that the Zaks could indeed be sued for negligence, since they became over-generous hosts in allowing Gwinnell to imbibe to the point of impairing his driving skills.

The New Jersey court ruling applies to social hosts the same principles of "dramshop law" under which commercial establishments can be held liable for damages caused by patrons they may over-serve with alcoholic beverages.

It has been long established that alcohol servers in commercial establishments bear some responsibility for the overconsumption of their patrons. For this reason, server training courses have become more and more popular for restaurants and bars across the country.

With this principle of broader responsibility for contributing to the conditions which could result in drunk driving crashes, server training courses may soon spread to private individuals who have occasion to serve their guests alcoholic beverages.

Monday Morning Report (Alcohol  
Research Information Service),  
Vol. 8, No. 14, July 30, 1984

More than 20 million Americans have tried cocaine--many with damaging effects--with an estimated total annual expenditure between \$50 and \$70 billion. Perhaps misled by the failure of cocaine to satisfy the classical definition of an addictive substance, many Americans have experimented with what has been erroneously termed a "benign" drug. For some, the experiments have turned to personal tragedies, including overdoses and suicides.

According to the Technical Review Chairperson, Dr. Charles Schuster, University of Chicago, "Addiction is defined by pharmacologists as including physical withdrawal symptoms (e.g., the 'cold turkey' of heroin addiction or 'DT's' of alcohol addiction), which do not occur with cocaine." Schuster declared that the narrowness of that definition has deceived a generation of Americans about cocaine.

"If addiction means increased dependence on cocaine, with an increased compulsion for heavy users to spend disproportionate amounts of time seeking, thinking about, and indulging in the drug, then cocaine seems to be addicting," he said.

From ADAMHA News Oct. 1984

--The so-called CAGE questionnaire, developed by John Ewing, MD, of the University of North Carolina, offers a quick inexpensive and effective method for detecting alcoholism. Ewing said that those answering two of the CAGE questions affirmatively include all of the acknowledged alcoholics in a controlled study, 97 percent of the acknowledged heavy drinkers, but only 4 percent of nonalcoholics. Answering three questions affirmatively eliminates all of the nonalcoholics, but still includes 95 percent of the alcoholics and 86 percent of the heavy drinkers. The JAMA article marks the first time the widely used test, first presented at a conference in 1970, has been described in a peer-reviewed journal.

From The Journal American  
Medical Association

Laboratory scientists have confirmed what cocaine users have long known cocaine is a powerful reinforcer, perhaps the most powerful known.

Laboratory animals will work very hard for cocaine, said Dr. Sidney Cohen, Los Angeles. A hungry animal will prefer cocaine to food, and monkeys who have been trained to press bars for a cocaine reward will continue to do so until exhausted. "One monkey stepped to the bar more than 12,000 times to get a single dose of cocaine," said Cohen.

While human behavior cannot be as easily controlled and quantified, it is clear from many descriptions that humans will smoke or inject coke until fatigued, to the point of denying all other pleasures, including sex, even weeks after the last use episode

Physiologically, heavy use of cocaine can lead to potentially serious or even fatal convulsions, cardiac arrest, or acute hypertension. Behavioral, emotional, and cognitive effects are also common and can be socially devastating.

From interviews with 200 selected callers to an 800-COCAINE hotline referral service, Dr. Mark Gold, Fair Oaks Hospital Summit, NJ, reported that 85 percent said they cannot refuse cocaine and 42 percent steal from family or friends to support their habit. Participants stressed, however, that it seems impossible at this point to predict who will progress from occasional social snorting to compulsive smoking or injecting and a life obsessed with the next "hit."

Cocaine abusers do not fit the stereotype of the drug addict huddles in a skid-row doorway, nodding, disinterested in the wider world, simply awaiting the next fix. They are often educated and affluent. Dr. Herbert Kleber, Director, Substance Abuse Treatment, University of Connecticut Mental Health Center, said he had treated an engineer who, needing to augment his \$500/week salary to feed his habit, dealt in cocaine and cleared about \$2500 weekly.

If cocaine users are not like heroin users, neither are they all lawyers, Hollywood stars, or Madison Avenue advertising executives. Schnoll described 172 patients of his Chicago treatment clinic. While many are affluent, their occupations range from commodity brokers to unskilled blue-collar workers. A small handful are unemployed. More than 60 percent had attended college.

Excerpt from ADAMHA News  
Oct. 1984

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ALERT TO FIELD ON POSSIBILITY OF MEDICAL PROBLEM ASSOCIATED WITH COCAINE USE DURING PREGNANCY

The California Division of Drug Problems has recently learned through San Francisco County of a possible association between intravenous or intra-nasal cocaine use by pregnant women and a separation of the placenta from the wall of the uterus (abruptio placenta).

The County learned anecdotally of several reported cases of abruptio placenta since January, 1984 in which the pregnant woman used cocaine. There is now a study of these cases and others to gather additional information. Of particular concern to the medical and research staff directing this effort is the sparse level of available scientific literature on the effects of cocaine on the fetus or the pregnancy.

--Robert J. Robertson, Chief  
Division of Drug Programs

From Oregon Alcohol & Drug  
Abuse Newsletter Feb. 1985

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JEAN-MICHEL COUSTEAU'S most shocking discovery in exploring coca production and cocaine trade in South America, according to PRIDE, was that many traffickers aren't exporting the drug for personal gain. Rather, they're doing it to weaken United States and to finance arms for Latin American terrorists fighting US backed governments....Video-cassettes of Cousteau's "Snowstorm in the Jungle" report will be distributed worldwide, at no cost, to high schools, parent groups, and civic and educational organizations, or any organization interested in creating programs to combat drug abuse....A fund exists to help in production and distribution. Contributions, tax deductible, should be made payable to The Cousteau Society, with accompanying note that contribution be applied to Snowstorm Distribution Fund. Mail to: The Cousteau Society, 930 West 21st St, Norfolk, VA 23517.

"Pulse Beats" Feb. 1985

## MARIJUANA AND FATHERHOOD

A developing fetus may suffer greater harm from the marijuana use of its father than from that of its mother, says Dr. Susan L. Dalterio, research assistant professor of pharmacology at the University of Texas Health Science Center at San Antonio, Texas. For the last ten years Dr. Dalterio has been conducting research with laboratory mice on the effects of marijuana on the reproductive system.

In an interview published in the November 1984 issue of LISTEN magazine, Dr. Dalterio discussed some of the effects of marijuana on the offspring of animals treated with cannabinoids. For example, male mice that had been so treated had significant problems in making females pregnant. Of those pregnancies that did occur, many of the young died either before birth or shortly after. Tests of the surviving male offspring showed them to have the same problems as their fathers. "When we looked at the chromosomes in the testes of both fathers and sons, we found abnormal chromosomes and birth defects in the third generation," said Dr. Dalterio.

Since there are no third-generation offspring of human marijuana users available for testing, predicting what will happen to humans is still uncertain. Dr. Dalterio says that effects similar to those observed in mice are very likely, though, since some of the effects being studied were first noticed in humans. "I think we've shown a reasonable amount of evidence to urge strongly that the father's input be considered in terms of drug exposure."

LISTEN, New Release Oct. 22, 1984

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### APPLICABILITY OF THE FEDERAL LAWS AND REGULATIONS

The federal confidentiality laws and regulations apply only to alcohol or drug abuse programs with a federal connection. A federal connection exists when a program

- ° is tax exempt or receives contributions that are tax deductible;
- ° is assisted by funds from any federal department or agency in the form of grants, contracts or any other kind of assistance;
- ° is assisted indirectly by funds supplied to a state or local government unit by the federal government (through revenue sharing, contracts, or any other kind of assistance);
- ° is conducted in whole or in part by any federal department or agency; or
- ° is regulated in some manner by a federal department or agency (because of licensing or registration requirements, for example).

(42 C.F.R. §2.12(a) An EAP that fits into any of these categories must abide by the federal confidentiality regulations.

A few implications of the above categories for EAPs are worth noting. First of all, the confidentiality regulations clearly apply to any EAP that is conducted on a non-profit basis. Thus, if a company or union sets up a non-profit corporation to provide EAP services, or if the EAP is run by an independent non-profit service provider, the federal law applies.

EAPs run by a state or local government employer are also likely to be covered by the federal law. Whenever a state or local government is assisted by the federal government through revenue sharing or other unrestricted grants, any program conducted by the state or local government is regarded as a program receiving indirect federal aid. (HHS Comment §2.12-1(c) to 42 C.F.R. §2.12.) EAPs run by federal government employers are, of course, covered as well.

From "OF SUBSTANCE"  
Legal Action Center, Inc.  
New York, NY

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AMERICAN ACADEMY OF PEDIATRICS' TASK FORCE STUDY found TV not only makes children violent, but promotes use of drugs, alcohol and tobacco; also obesity. Parents advised to limit viewing, encourage alternatives.

From "PULSE BEATS" Feb. 1985

## CLOVE CIGARETTES: A DANGEROUS FAD

If cigarette smoking is hazardous to your health, smoking clove cigarettes is doubly hazardous.

The clove cigarette fad originated on the West Coast around 1980, and now seems to have made a hit among teenagers across the nation. Clove cigarettes, or kreteks, contain 60 percent tobacco and at least as much tar and nicotine as regular cigarettes. They also contain eugenol, the natural anesthetic found in cloves and familiar to many toothache sufferers. Leading brand names are Jakarta and Djarum.

When burned, the product seems to immobilize infection-fighting cells in the lungs, allowing viruses and bacteria to take over. Effects include shortness of breath, nose bleeds, nausea, lung infections and asthma, and perhaps a third of regular smokers cough up blood.

## UTAH IN LAST PLACE

Utah's per capita liquor consumption rate of under a gallon a year ranks the state as the driest in the nation, while residents and visitors in the District of Columbia, who consume an average of roughly six gallons a year, consume the most liquor, according to the U.S. Distilled Spirits Council.

Among Western states, a per capita consumption rate of two gallons a year ranks Wyoming highest, followed by the 1.8 gallon rates of Montana and Washington. Idaho boasts the second-lowest rate in the region, and the sixth-lowest in the nation, at 1.3 gallons per person per year.

When beer and wine are added to the figures, Utah's annual consumption rate of under 15 gallons is still the lowest in the nation, while Montana, at 31 gallons, has the highest rate for surrounding states.

## U. SCHOOL SET FOR JUNE

The 34th annual University of Utah School on Alcoholism and Other Drug Dependencies is set for June 16-21, and will feature sections on 15 specialized drug-related topics.

Information relating to women, employees, nursing, physicians, American Indians and numerous other subjects will be presented during these sections. Lecturers include University President Chase Peterson and Dr. Stephen Glenn.

Scholarships to the school are available through county commissions throughout Utah. Further information and program brochures are available from Maude Fairbanks at 533-7087 or 533-5799.

From "The Substance Scene"  
Utah Div. of Alcoholism & Drugs  
Feb. 1985

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JOSEPH E. SEAGRAM & SONS developed its first nearly alcohol-free product. Company says drink looks, smells and tastes like a full-bodied white wine but has only 0.49% alcohol--maximum allowed by Food and Drug Administration (FDA) for a product to qualify as nonalcoholic.

FDA APPROVED NEW PRESCRIPTION DRUG, oral medication Naltrexone, to help heroin addicts. Said to block "high" feeling, helping detoxified addicts avoid relapses. (Heroin addiction, government estimates, costs nation about \$46.9 billion a year in crime, health care and lost productivity.)

GRANTS TOTALING \$1 MILLION available for researching how best to prevent substance abuse among young people. For pre-application consulting you may contact Dr. William Bukoski, NIDA Prevention Research, Room 10A-20, 5600 Fishers Lane, Rockville, MD 20857. Phone 301/443-1514.

From "Pulse Beats" Feb. 1985



## INFORMATION ALONE CAN'T STOP DRUNK DRIVING

Summary of Dr. Harold Mendelsohn's presentation at the Nov. 15 Fall Conference

By Jean Binyon

The problem, said Dr. Harold Mendelsohn, keynote speaker at the 1984 Fall Conference, is to affect behavior and not so as to prevent drunk driving. It's easier said than done. We've learned from long experience that information is not enough. Since we have the capacity to spread information quickly and easily, we continue to use this approach. But information works only on the 15-20 percent of the population that is college-trained to use empirical evidence as a basis for action.

One example is cigarette smoking. 85 percent of smokers know it is unhealthy, but they still smoke. Tell a child it's bad at an earlier age than ever before, yet it makes no impression. The child will still smoke because they won't live as long.

Exaggerated claims are made that tough laws will reduce drunk driving and it works. But when the laws are relaxed, drunk driving campaigns. But when DUI begins to increase, our laws are relaxed. Another example, we say "speed kills." Everyone knows that is true, but it gets us there faster. When the opposite message is reinforced, we conclude that we don't know what we're talking about. "Speed kills" is a slogan, not a fact.

Sloganeering doesn't work. "Drive safely" or "fight juvenile delinquency" don't tell for what we want. We must tell them how to drive safely, what it takes to be a good driver, use of seat belts, preventive measures, etc.

Consider the competition. We have 100 demands every day - eat this, buy that, vote for this. We're competing with IBM, Coca Cola and President Reagan. To get them to do something is even harder. Also, while we have a lot of resources, so our public service announcements are not as effective as they should be. And our message is often negative, full of "don'ts".

In getting people to change, we need a change in attitude. This is where the advertising industry is failing. Advertising regards a matter of taste or brand preference as a matter of attitude. There is no risk involved if you don't like the product. But in the case of drunk driving, we have more than advertising to convert an atheist into a believer. We have laws, enforcement, and social attitudes and beliefs.

Instead of trying to change behavior significantly, we should be satisfied with a change in attitude. We are getting people to the point where they are about to change their attitude. Regarding DUI. It is evident that there is a risk involved in drinking, because he's driving. Now we need to combine the information with the enforcement and followup.

Dr. Harold Mendelsohn, Secretary

Dr. Harold Mendelsohn, Secretary

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"Apropo" is the newest effort by the Pabst Brewing Company to appeal to the 18-49 year old market. The beverage, which is a low-alcohol beer base, is being taste-tested in several markets. The drink is modeled after the European "shandy", a mixture of beer and lemonade and beer served in pubs and most often mixed by bartenders.

Pabst officials said Apropo is one of many possibilities in the low-alcohol area.

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**NEW LAW:** Dept of Health and Human Services must prepare public service announcements, for use on TV, radio and in newspapers, to discourage consumption of alcohol and drugs. (Public Law 98-509)

## HOW'S BUSINESS??

Things are not so good this year for the liquor industry. Consider these developments:

- President Reagan has just signed a bill designed to make 21 the legal drinking age in all 50 states.
- Congress has just approved the first liquor tax hike in 33 years, raising the distilled spirits tax from \$10.50 to 12.50 per proof gallon.
- The Center for Science in the Public Interest has launched a nationwide petition drive to get beer and wine ads off radio and TV.
- Last year more than 30 states tightened their drunk driving laws, effectively discouraging large numbers of local citizens from continuing with their formal alcohol use patterns.
- The apparent consumption of distilled spirits last year declined again and is now at its 1975 level. Beer and wine sales were also flat in 1983.

The liquor industry is fighting back, however. Led by Fred Meister, President of the Distilled Spirits Council of the U.S. (DISCUS), a "New Initiates in Moderation" campaign is being launched this fall. What's novel about DISCUS starting another "moderation" campaign is that, this time, the new thrust will encourage Americans to drink "for their health". He cited research which appeared to place moderate alcohol users at a lower risk for heart attacks. Based on this finding, DISCUS will apparently encourage alcohol use as a measure to prevent heart disease. Meister points to heart disease as America's #1 killer and commented that the moderate use of alcohol by Americans already may be saving as many as 30,000 lives a year.

Alcoholism, with an estimated 10 million victims, is considered the nation's second leading disease behind heart disease.

Monday Morning Report  
Vol. 8, No.16, Aug. 27, 1984 &  
Vol. 8, No.18, Sept. 17, 1984

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## SWEDISH STILL'S STATUS SYMBOLS

The possession of an illicit still has become a status symbol...in Sweden.

"In a land where the glass of insipid beer costs \$3 and a shot of whiskey up to \$7.50, Swedes are taking to moonshining in a big way." reports Job Akass from Malmo, Sweden.

"Their illicit stills," he writes, "are as commonplace as garbage disposers."

The London Express reporter, whose article appeared in the Fairfax (Va.) Journal, said the government's restrictions, the most ferocious since Prohibition, are failing to get people to conform. This amounts to a rebellion in a society that has never had an uprising or challenge to its prohibitions, bans, or regulations.

"Deaths from cirrhosis of the liver have quadrupled in the past 20 years, and the proportion of teetotalers in the population is in steep decline, especially among women."

"The reported incidence of alcoholism is scary enough," Akass writes, "but is distorted by the fact that most people would rather face death than report themselves to the feared social workers."

From DISCUS 11/84

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--University of Tennessee researchers found that most alcohol-impaired drivers who are injured seriously enough to require hospitalization are not convicted for drunk driving. Kimball Maull, MD, and colleagues studied 56 such drivers over a three-year period. Although all had blood alcohol levels higher than 0.15 percent, convictions were attained for only 19 subjects, most for reckless driving, and there were no convictions for driving under the influence of alcohol.

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## INDUSTRY MOVES TO DETAIL BEER, WINE ADVERTISING BAN

Vulnerable to Americans' desire for alcohol reforms, the advertising, broadcast and alcohol industries have devised a three-pronged counter-attack against efforts to ban or regulate advertising:

FIRST, make the public believe that alcohol advertising has little or nothing to do with consumption or drinking problems. Donald Shea, U.S. Brewers Association President, is busy telling TV and newspaper audiences that "the mass media play a minor role in influencing behavior." What impact advertising does have, contends Shea, is intended to do nothing more than to get viewers to switch alcohol brands.

SECOND, go after Project SMART and its supporters.

The National Radio Broadcasters Association and the National Association of Broadcasters have targeted the defeat of Project SMART as their "number-one priority." (Broadcasting Mag., Oct. 29, 1984)

The National Beer Wholesalers Assn. has earmarked half-a-million dollars to kill the campaign to end alcohol ads.

According to Advertising Age, "guerrilla tactics" will be employed to squelch the national movement against alcohol advertising. Last August, 20 groups met in a closed-door meeting to solidify opposition to Project SMART. Attendees of the "Freedom of Advertising Task Force" included the U.S. Brewers Association, National Beer Wholesalers Association, the Wine Institute, and the American Association of Advertising Agencies. (Television Radio Age, Aug. 6, 1984).

The National Association of Broadcasters (NAB) reports Advertising Age (Oct. 25, 1984), has directed its "members to cozy up to local PTA groups in the hopes of undermining the national PTA's opposition to beer and wine ads." The NAB's executive vice-president, John B. Summers, called on the group's state directors "to create a backfire within the PTA."

Similarly, a spokesperson for the Miller Brewing Co. denounced the Project SMART campaign in a 5-page letter to the Board of Church and Society of the United Methodist Church. The letter characterized the Church's efforts to end alcohol ads as "repression."

THIRD, improve alcohol advertisers' public image. Under fire from an active coalition of citizen groups and the public generally, broadcasters have been airing more public service announcements (PSAs) mainly on the dangers of drunk driving. While the step is a positive one, it is far from sufficient.

From Project "SMART" Newsletter

\* \* \* \* \*

Brooklyn - COMMUNITY ALERT - PARENTAL BULLETIN!!! - Please be on the lookout for two new substance abuse hazards. The first is typewriter correction fluid commonly called Liquid Paper or White-out. Kids either sniff the liquid directly or place the chemical in a paper bag, breathing the contained fumes for an even greater high. Liquid paper is readily available anywhere and can easily be sold to a small child or teenager. Abuse of Liquid Paper can be a FATAL incident. If you find them stockpiled in your child's room get help fast.

The second is a new drug called Bazooka Paste. It has been introduced recently to kids in the Queens area. Bazooka paste comes rolled and is mixed with marijuana and cocaine paste and resembles a marijuana joint. The pushers are selling the Bazooka Paste for 20¢ a joint so that it will catch on quickly with the adolescents in Queens. We understand that teenagers can become physically addicted within 72 hours of continual usage. This is a newer type of narcotic that enables an individual to become addicted in such a short period of time. It has been reported that teenagers, having become addicted, seek treatment only to find that they had a very difficult time during rehabilitation and when released immediately returned to using the bazooka paste.

It seems that bazooka paste is one of the most deadly drugs to come along in years. PLEASE warn your children to tell you if any of their friends are "doing it". They are not being a "RAT" but rather a "HERO" FOR SAVING THE LIFE OF A FRIEND.

The Chemical People Task Force  
Network News

## DRUGS IN THE NEWS:

The following excerpts are taken from "Drug Abuse Update," Number 10, Sept. 1984, published by the Families in Action Drug Information Center, Atlanta, Georgia.

- Drug abusers who smoke cocaine ("free-basing" are experiencing severe lung damage. About half of the cocaine smokers examined at Northwestern Memorial Hospital in Chicago had suffered "significantly altered" ability to diffuse fresh oxygen and rid the lungs of carbon monoxide, a condition similar to emphysema associated with digarette smokers.
- Marijuana smokers who smoke two or more joints a day suffer lung abnormalities not generally seen in tobacco smokers. Preliminary studies indicate that the marijuana smokers had more coughing spells, more lower respiratory illnesses, and microscopic tissue evidence of abnormalities associated with the development of emphysema, lung cancer, and chronic bronchitis.
- A street drug contaminant called MPTP causes irreversible symptoms of parkinsonism in drug abusers. Often sold as synthetic heroine, the powder is soluble in water and used intravenously or intranasally. The effects are cumulative and may not appear for several years.
- A report from the American Medical Association states that 70% of all drug overdose deaths are caused by prescription drugs. Such drugs are easier to obtain than narcotics. Many are stolen from pharmacies or manufactured in illegal labs, but a large number are supplied by physicians, either unwittingly or dishonestly.
- A Miami, Florida, U-Tote-M store clerk sold a six-pack of beer to an underage driver and the store ended up paying \$1.7 million to the driver's friend who was severely disabled in an accident that followed. The store was reputed to sell beer to youngsters under the legal drinking age of 19 with no questions asked.

## HINTS FOR TALKING WITH YOUR TEEN ABOUT DRINKING AND DRIVING

These guidelines on talking to teenagers about drinking and driving are offered by the Department of Transportation and National Highway Traffic Safety:

- Assess your own behavior before talking with your teenager.
- Honestly express your feelings and values; encourage your son or daughter to do the same.
- Discuss the topic calmly but firmly. Remember that you're sharing ideas, not putting your child on the witness stand.
- Recognize that adolescents are not able to control all the situations in which they find themselves. Discuss how they might handle specific situations, such as alternate ways to get home if they do drink or if a friend they rode with has been drinking.
- Explain that you want to hear all that he or she knows about drinking and driving. Listen without interrupting, even when you do not agree.
- Keep the discussion on drinking and driving or riding with another who has been drinking.
- Emphasize that you are not concerned about the car but the preciousness of your child's life.
- Discuss how they might handle pressure from peers to drink and drive.
- Discuss the legal consequences of breaking the law. Can a license be revoked? Will insurance rates go up?
- Be realistic about the fact that alcohol will be present in many social situations. As occasions present themselves, keep talking about the topic.
- When they do act responsibly, express your approval and pride.
- Keep the communication channels open so they feel comfortable in coming to you with problems.



## T. V. CHARACTERS AND ALCOHOL

Researchers engaged in program content analyses in an attempt to determine what T.V. characters do within the format of a program that can affect our alcohol consumption habits. They found the following behaviors:

1. Characters sip alcohol.
2. Characters may be portrayed as drunk.
3. There are jokes and laugh tracks accompanying drinking scenes.
4. Bars are used in many programs as the central part of the week's stage set (Love Boat, Cheers, Archie's Place).
5. Bars are used in the background of many shows (Dallas, Quincy, Fantasy Island, either in cocktail lounges or in the homes).
6. People are shown drinking and driving.
7. We rarely see the ill effects of too much alcohol.
8. We rarely hear refusals of a drink.
9. Drinking may be preceded or followed by a cognitive tag: "I need a drink", "You're upset, have a drink", "I'll drink to that", etc.
10. Drinks are used for stage business - something to do with your hands.

In 1981, Lreed and DeFoe conducted a 14 week monitoring of TV's top fifteen situation comedies and dramatic shows. Criteria were established to determine a scene's significant relation to alcohol or drinking. Included were heavy drinking for purpose in drinking beyond social sipping, a consequence related to drinking, a response to a drinking activity by another person, an evaluation of drinking as good or bad, a contribution of drinking to the plot or characterization, or humor that reflected on the above six criteria. Of the 196 characters in the 233 episodes classified as significant scenes about alcohol, 228 characters were classified as "drinkers" and 125 were classified as "approvers". On TV, men drink more than women, approximately 76% were male drinkers. About 40% of the drinking incidents in the alcohol-significant scenes involved heavy drinking of five or more drinks. The heaviest drinkers were most frequently the regular stars, and much to the researchers' surprise, the "bad guys" drank heavily less often in relation to their numbers than the good or mixed characters.

In 1981 at a conference sponsored by the Institute of Medicine Professor Bradley Greenberg presented research findings on drinking, smoking and drugs as portrayed on prime time television. Essentially, he found that drug consumption and tobacco use was practically miniscule. However, alcohol consumption was conspicuously present. He concluded that a young person watching television could be exposed to ten drinking incidents during one day's viewing.

From 'Impact'  
Minnesota Institute of  
Public Health Winter 1985

\* \* \* \* \*

## TFN COMMANDMENTS FOR LIVING WITH PEOPLE

1. Speak to people. Nothing is so nice as a cheerful greeting.
2. Smile at people. Takes 72 muscles to frown, 14 to smile.
3. Call people by name. The sweetest sound in the world is one's own name.
4. Be friendly and helpful. If you want friends, be a friend.
5. Be cordial. Speak and act to prove everything you do is a genuine pleasure.
6. Be genuinely interested in people. Just try and you can like almost everyone.
7. Be generous with praise - an courteous with criticism.
8. Be considerate with others. There are often three sides to a controversy, yours, his, and the right side.
9. Be alert to give help. What we do for other's lives is immortal.
10. Add to all this a good sense of humor, loads of patience, a dash of humility and you will be rewarded many fold.

John S. Swift Company Inc

## COKE PARAPHERNALIA

Appearance - odorless, white crystalline powder with a bitter taste, produces numbness of the tongue.

Street Name - coke, snow, toot, white lady.

Coke Spoons - tiny spoons used to snort cocaine.

Coke Pen - used to stash and snort cocaine.

Coke Set - used to store coke and contains equipment for cutting and snorting coke.

Tooters - small tube-like straws used for snorting coke, also small bottles used to stash cocaine.

Cocaine Testing Kit - a chemical in the kit tests the presence and quality of the cocaine.

Cutting Kit - used to prepare the coke to be snorted, usually contains a mirror to put the coke on, a razor blade to finely chop and divide the coke, and a tooter or spoon used to snort.

\* \* \* \* \*

## FACT SHEET

### Extent of Use in America Today

Marijuana smoking by large segments\* of the population in America is a relatively recent phenomenon. Twenty years ago, smoking marijuana was rare in the United States. In 1962, it is estimated that fewer than two million Americans had ever tried it.

But just two decades later, in 1982, National Institute on Drug Abuse surveys showed that current, regular users of marijuana\* numbered 20 million! Of these, 17.4 million were adults and 2.7 million adolescents. And almost 60 percent of the American population had tried marijuana at least once.

The big jump in use came not during the anti-authoritarian youth movements of the 1960s, but in the 1970s. The number of persons who used marijuana at least once increased steeply in 8 years, between 1971 and 1979:

--From 14 to 31 percent by teenagers (12 to 17)

--From 39 to 68 percent by young adults (18 to 25).

In 1980, a survey disclosed that 28 percent of young adults and 7.5 percent of teenagers had used marijuana 100 or more times over their lifetime.

In 1984, about 1.7 million Americans will use marijuana for the first time. Over 80 percent of them will be 17 years old--or younger.

Use of marijuana by seniors in high school is down from an all-time high of 11 percent daily,\*\* according to the National Institute on Drug Abuse.

A 1983 National Institute on Drug Abuse study reports that about 5.5 percent, or 1 in 8 American senior high school students, smoke marijuana on a daily basis. (About the same proportion drink alcohol every day.)

The age at first use of marijuana keeps declining. Of high school seniors who ever smoked marijuana, 35 percent first used it in the eighth grade or earlier. Some children in the fourth and fifth grades, at 9, 10 and 11, are reported to be smoking marijuana on a daily basis.

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\* Regular marijuana smoker: At least 1 a month for a year.

\*\* Daily marijuana use: At least 1 marijuana cigarette a day in the last month, for 20 or more days.

From American Lung Assoc. Weekly Reader

\* \* \* \* \*

SMOKING A MARIJUANA JOINT is about equal to smoking a pack of cigarettes a day, according to Dr. Alfred Munzer, lung specialist, Takoma Park, MD.

From "Pulse Beats" 1/85

AMERICAN JOURNAL

No Frills Lawmaking in Montana

By T.R. Reid  
Washington Post Staff Writer

HELENA, Mont. Jan. 7 - An unusual event occurred in Montana today: the state legislature went into session.

The wonderfully rococo state capitol building on a hillside in a residential neighborhood here was alive with politics and ceremony as Montana's 49th Legislature took the oath of office, elected its leaders - and quickly got down to work.

There wasn't much time to spare for partying and celebrating because any legislation not finished by April 4 will have to be put off until 1987. The people of Montana allow their lawmakers to meet for only 90 days every other year.

"And there're a lot of people here who think it ought to be two days every 90 years," said Ted Schwinden, the casual, unprepossessing farmer who began his second term as governor this morning.

As befits the chief executive of a low-key, neighborly state government, Schwinden has his home number listed in the telephone book - (406)442-1262 - and chats with callers day and night.

I called the number last weekend, and when a deep, friendly voice answered, I asked to speak to the governor.

"You are," Schwinden replied.

I asked if I might drop in for a visit sometime today.

"Monday? No problem," the governor replied. "I'm being inaugurated in the morning, but other than that it's not a bad day."

If this tableau suggests a detached, unawed attitude toward government, that's exactly how the people of Montana like to view themselves. They feel, as Schwinden said in his four-minute inaugural address this morning, that government should be as "unobtrusive as a good neighbor."

Yet for all the detachment, for all the resentment of big government and its taxes, laws and intrusions, the people of Montana, like their peers elsewhere in the Rocky Mountain West, are in many ways as closely tied to government as any resident of Washington, D.C.

The two biggest employers in this huge state are the state and federal governments. The two governments are the biggest landowners, and maintain the largest payrolls in the state.

When huge portions of Montana were destroyed by forest and prairie fires last summer, the federal government did most of the firefighting; this was only fair, because Washington owned most of the land that burned. As soon as the fires were out, Helena wrote to Washington asking for federal disaster relief in the form of grants and low-interest loans.

There's an animosity toward the federal government because of an increasing inability to have any effect on it," Schwinden said. "But still, we want those grants and that big payroll."

As evidence of the conflict, Schwinden cites the 55-mph speed limit, widely viewed here as the narrow-minded imposition of easterners who have no feel for places like Montana, where you can drive in a straight line the distance from Boston to Richmond without leaving the state.

"One of the things you'll hear in this (legislative) session," Schwinden said, "is a lot of rhetoric about 55. People'll stand up and say Washington should take its regulation and stuff it.

"But in the end, nothing'll happen, you know, because if you change the speed limit you lose the federal highway money - and we can't stand that sanction."

The Montana Highway Department is the state government's largest bureaucracy. It gets approximately \$120 million annually - about 90 percent of its construction budget - from the federal government.

Still, the people of Montana generally feel they know more about their lives than does any government official. To accommodate that view, the state goes out of its way to let people keep an eye on government.

Like the U.S. Congress and some other legislatures, Montana has a central computer to keep track of the progress of each bill. Unlike those other legislatures, Montana keeps its computer files open: any citizen with a computer and modem can dial in and read.

The Helena newspaper has a regular feature, "There Ought to Be a Law," inviting readers to write in and propose legislation. Several of the ideas have been enacted verbatim by the legislature in its biennial sessions.

Every legislator lists a home telephone number in the newspaper so constituents can call.

According to the National Conference of State Legislatures, Montana is one of eight states (the others are Arkansas, Nevada, New Hampshire, Kentucky, Oregon, North Dakota and Texas) that permits legislative sessions only every other year.

"Actually, we changed the constitution in 1972 to make it an annual session," Schwinden said today. "But the people were so appalled when they saw how much was going on that they switched it back by referendum real quick.

"The basic attitude is, 'These guys do enough damage every other year. You let 'em meet more, it will just encourage 'em.'"

\* \* \* \* \*

SURVEY BY THE MIAMI HERALD showed that 74% of fans responding consider drug abuse most serious problem facing modern sports.

ALCOHOLICS ANONYMOUS (AA) SURVEY indicates that multiple addiction is increasing. In 1980, 24% of sample membership reported being addicted to a substance in addition to alcohol; in 1983 figure rose to 40%. Of members reporting dual addictions, 76% were 20 years of or younger.

FUNDS ARE AVAILABLE for funding a volunteer group to fight drug abuse, said Substance Abuse Report. Grants are available from ACTION Drug Prevention Program (ADPP). Statewide coalitions can use one-year grants for conferences, office space, materials, postage, travel and limited staff support. Grants are usually for \$25,000. Details available from: Brian Vogt, ADPP, 806 /Connecticut Ave NW, Wash, DC 20525. Phone 202/634/9298.

STUDY of "Drugs in Fatally Injured Young Male Drivers" being published in Public Health Reports. Alcohol was drug found most often. Two other drugs "were found frequently enough to constitute a potentially significant problem": Marijuana in 37% of drivers; and cocaine in 11%. Nearly half of fatally injured drivers had two or more drugs in their blood. Copy of report available. Write: Publication, Insurance Institute for Highway Safety, Watergate 600, Wash, DC 20037.

From "Pulse Beats" 1/85





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